



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

## Contract # 322816

**Schedule Dates** 09/05/12-09/14/12  
**Advertiser** Pol/Iss/American Crossroads (13324)  
**Agency** Crossroads Media (1218)  
**Product** Political - Issue (1068)  
**Brand** 690 (133278)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** /  
**CPE** 11/27/690  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** AMERICAN CROSSROADS

**Date Entered** 07/18/12  
**Last Modified** 09/04/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06240914  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,825.00  
**Net Total** \$55,675.00  
**Sales Tax**

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Sep. 2012	65	\$65,500.00
<b>Grand Total:</b>	<b>65</b>	<b>\$65,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	5A- 6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
2.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	5A- 6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
3.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	5A- 6A (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
4.0	Normal Line / Spot	09/12/12-09/12/12	3	:30	5A- 6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
5.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	5A- 6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
6.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	6A- 7A (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
7.0	Normal Line / Spot	09/14/12-09/14/12	3	:30	6A- 7A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		8/27/12
8.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	6A- 7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
9.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	6A- 7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
10.0	Normal Line / Spot	09/12/12-09/12/12	3	:30	6A- 7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
11.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	6A- 7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
12.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	7A- 9A (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
13.0	Normal Line / Spot	09/04/12-09/04/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## Contract # 322816

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**Advertiser** Pol/Iss/American Crossroads (13324)  
**Agency** Crossroads Media (1218)  
**Product** Political - Issue (1068)  
**Brand** 690 (133278)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** /  
**CPE** 11/27/690  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* AMERICAN CROSSROADS

**Date Entered** 07/18/12  
**Last Modified** 09/04/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06240914  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,825.00  
**Net Total** \$55,675.00  
**Sales Tax**

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<b>Grand Total:</b>	<b>65</b>	<b>\$65,500.00</b>

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13.1	Normal Line / Spot	09/14/12-09/14/12	3	:30	7A- 9A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		8/27/12
14.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	7A- 9A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
15.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	7A- 9A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
16.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
17.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	7A- 9A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
18.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	9A- 10A (EST)		1							1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
19.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
19.1	Normal Line / Spot	09/14/12-09/14/12	4	:30	9A- 10A (EST)						1			1	\$425.00	\$425.00	Charlotte (WSOC)		8/27/12
20.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
21.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
22.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	9A- 10A (EST)						1			1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
23.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	9A- 10A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
24.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
25.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	9A- 10A (EST)						1			1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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26.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	12P- 1P (EST)	1		1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
27.0	Revised Line / Spot	09/06/12-09/06/12	3	:30	12P- 1P (EST)				1								Charlotte (WSOC)		7/18/12
27.1	Normal Line / Spot	09/14/12-09/14/12	3	:30	12P- 1P (EST)						1			1	\$550.00	\$550.00	Charlotte (WSOC)		8/27/12
28.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	12P- 1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
29.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	12P- 1P (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
30.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	12P- 1P (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
31.0	Normal Line / Spot	09/12/12-09/12/12	3	:30	12P- 1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
32.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	5P- 5:30P (EST)	1								1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
33.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	5P- 5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
34.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	5P- 5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
35.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	5P- 5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
36.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	5P- 5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
37.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	5:30P- 6P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
38.0	Revised Line / Spot	09/06/12-09/06/12	4	:30	5:30P- 6P (EST)				1								Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
38.1	Normal Line / Spot	09/14/12-09/14/12	4	:30	5:30P- 6P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		8/27/12
39.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	5:30P- 6P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
40.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	5:30P- 6P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
41.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
42.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
43.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
44.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
45.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
45.1	Revised Line / Spot	09/04/12-09/04/12	4	:30	6P- 7:30P (EST)			1									Charlotte (WSOC)		7/18/12
45.2	Revised Line / Spot	09/14/12-09/14/12	4	:30	7P- 7:30P (EST)						1						Charlotte (WSOC)		8/27/12
45.3	Revised Line / Spot	09/14/12-09/14/12	4	:30	7P- 7:30P (EST)						1						Charlotte (WSOC)		8/28/12
46.3	Normal Line / Spot	09/06/12-09/06/12	4	:30	6:30P- 7P (EST)					1				1	\$1,800.00	\$1,800.00	Charlotte (WSOC)		9/4/12
47.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	7P- 7:30P (EST)				1						\$1,200.00		Charlotte (WSOC)		7/18/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
47.0.1	Closed Preempt	09/05/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	
48.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	7P- 7:30P (EST)					1					\$1,200.00		Charlotte (WSOC)		7/18/12
48.0.1	Closed Preempt	09/06/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	
49.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	7P- 7:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
50.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	7P- 7:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
51.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	7P- 7:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
52.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	7:30P- 8P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
53.0	Revised Line / Spot	09/04/12-09/04/12	4	:30	7:30P- 8P (EST)			1									Charlotte (WSOC)		7/18/12
53.1	Normal Line / Spot	09/14/12-09/14/12	4	:30	7:30P- 8P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		8/27/12
54.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	7:30P- 8P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
55.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	7:30P- 8P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
56.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	7:30P- 8P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
57.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	7:30P- 8P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

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58.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
59.0	Normal Line / Spot	09/14/12-09/14/12	3	:30	11P- 11:35P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		8/27/12
59.1	Normal Line / Spot	09/14/12-09/14/12	3	:30	11P- 11:35P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		8/27/12
60.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
61.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
62.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
63.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
64.0	Normal Line / Spot	09/08/12-09/08/12	2	:30	8A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		7/18/12
65.0	Normal Line / Spot	09/08/12-09/08/12	4	:30	7P- 7:30P (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		7/18/12
66.0	Normal Line / Spot	09/09/12-09/09/12	2	:30	8A- 9A (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		7/18/12
67.0	M/G For 46.0,1,47.0,1,48.0,1 / Spot	09/04/12-09/04/12	4	:30	6:30P- 7P (EST)			1	1					2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/14/12
67.1	M/G For 46.0,1,47.0,1,48.0,1 / Spot	09/05/12-09/05/12	4	:30	6:30P- 7P (EST)				1					1	\$1,800.00	\$1,800.00	Charlotte (WSOC)		8/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.